



Montana No Kid Hungry requests your interest and acceptance in implementing *Shopping Matters for WIC Parents* into your existing nutrition education curriculum. *Shopping Matters for WIC Parents* is a free, interactive, guided grocery store tour that teaches adults to make real changes to their food shopping habits by helping families learn how to make healthy food choices on a limited budget.

Participants practice key food shopping skills like buying fruits and vegetables on a budget, comparing unit prices, reading food labels, and identifying whole grains.

Share Our Strength will provide tour facilitators with a free facilitator guide that includes tips for planning a tour, talking points for each section of the store, and hands-on activities, as well as all materials needed for the tour such as participant guides, participant surveys, and tour reporting forms, free handouts, recipes and incentives for tour participants.

Shopping Matters guided grocery store tours are a great way to incorporate a practical, hands on learning experience into your existing nutrition education program.

Montana No Kid Hungry offers our complete assistance in implementing *Shopping Matters for WIC Parents* guided grocery store tours to your WIC agency so that the preparation before, during, and after will be little to none.

For more information or to implement your own *Shopping Matters* tours please contact Montana No Kid Hungry by calling 406-444-6936 or emailing jsheava@mt.gov.